



YOUR MESSAGE IS IMPORTANT

...so it deserves to make an impact

MIND & MEDIA combines incisive communication strategy (MIND) with cutting-edge digital technologies (MEDIA) to create communication solutions that **transform the way audiences think** and **inspire action**. We can help you communicate

...the right message,

...with the right technology,

...to the right people.

Winner of more than 125 awards in communication excellence since we incorporated in 1994, Mind & Media:

- Builds multimedia **training curricula and lesson plans** to ensure that students remain awake, engaged, and learning.
- Conceptualizes and builds dynamic **public information products/tools** to help organizations communicate health, educational, or environmental messages
- Identifies effective **branding and marketing strategies** to meet client objectives, build brand awareness, and market their message, products, or services.

With Mind & Media, you can transform the way people think and **make a measurable difference** in your organization, in your community, in our world.



MIND & MEDIA CREATES
transformational communication campaigns and tools.
We offer strategy (the MIND) and tools (the MEDIA) in
Training, Public Information, and Branding/Marketing.

MIND

MEDIA

TRAINING

- Audience analysis and media selection
- Curricula design
- Lesson plan and handout development
- Test question development
- Trainer selection and training (train the trainer)

- Online and web-based training
- Multimedia training
- CD-ROM training
- Video training
- Unique uses of original programming
- Manuals, workbooks, and other print training tools

PUBLIC INFORMATION

- Audience research and analysis, media analysis, and message refinement
- Public information campaign plan development
- Risk communication campaign plan development
- Distribution strategies selection
- Spokesperson selection and training
- Spanish language translation

- Media kits
- Public service announcements (radio and television)
- Original programming
- Informational websites
- Promotional CD-ROMs
- Interactive, message-based games
- Streaming media presentations
- Any other media tool that will effectively get your message out

BRANDING/MARKETING

- Audience research and analysis
- Competitive and best practice research and analysis
- Strategic marketing/branding plan development
- Graphic look selection
- Message and media selection
- Spanish language translation
- Distribution strategies selection

- Logo and “look” development
- Brochures, letterhead, magazine advertisements, posters, and other print products and packaging
- Promotional CD-ROMs and videos
- Marketing-focused websites
- Multimedia presentations
- TV and radio spots
- Branded games, kiosks, training programs, original programming, etc.
- Placement, distribution, and fulfillment services